

Remarks

Reconsideration of this Application is respectfully requested.

Upon entry of the foregoing amendment, claims 96-163 are pending in the application, with claims 96, 111, 124, 136, 146, and 154 being the independent claims. Claims 1-42 and 82-95 are sought to be cancelled without prejudice to or disclaimer of the subject matter therein. New claims 96-163 are sought to be added. These changes are believed to introduce no new matter, and their entry is respectfully requested.

The foregoing amendment is hereby submitted for the Examiner's consideration to better place the present application in condition for allowance, in accordance with 37 C.F.R. § 1.116(a). Based on the above amendment and the following remarks, Applicants respectfully request that the Examiner reconsider all outstanding objections and rejections and that they be withdrawn.

Rejections under 35 U.S.C. § 103

The Examiner has rejected claims 43, 45-49, 52-54, and 56-67 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent 6,662,195 to Langseth et al. ("Langseth") in view of U.S. Patent 6,539,420 to Fields et al. ("Fields"). (See Office Action, page 3). Furthermore, the Examiner has rejected claims 44, 50, 51, 55 and 68-81 under 35 U.S.C. § 103(a) as being unpatentable over Langseth in view of Fields et al., and further in view of U.S. Patent 6,430,624 to Jamtgaard et al ("Jamtgaard"). (See Office Action, page 10).

Claims 43-81 have been cancelled, rendering the Examiner's rejections under 35 U.S.C. § 103(a) formally moot.

Applicants acknowledge that new independent claims 96 and 136, 111 and 146, and 124 and 154 recite some claim elements which are substantially the same or similar to claim elements found in cancelled, rejected independent claims 43, 54, and 71, respectively. Applicants further acknowledge that new independent claims 96, 111, 124, 136, 146, and 154 may also recite some claim elements which are the same or substantially similar to some elements found in some of the cancelled, rejected dependent claims as well.

However, new independent claims 96, 111, 124, 136, 146, and 154 also recite one or more new, additional claim elements which are supported by the disclosure of the present application, as will be discussed further below. Applicants respectfully submit that new independent claims 96, 111, 124, 136, 146, and 154, with the new, additional claim elements discussed below, recite combinations of claim elements which are not taught or suggested by an objective combination of the teachings of the references cited by the examiner, and are not taught or suggested by knowledge available to one of skill in the art.

Establishing *prima facie* obviousness requires a showing that each claim element is taught or suggested by the references. Specifically, establishing *prima facie* obviousness requires a showing that some combination of objective teachings in the art and/or knowledge available to one of skill in the art would have lead that individual to arrive at a claimed system, method, or computer program product. Moreover, establishing *prima facie* obviousness requires not only a showing that such a combination of known teachings is possible, but also that the teachings would have

- 1) motivated the skilled artisan to make the combination to arrive at a claimed system,

method, or computer program product, and 2) suggested to the skilled artisan a reasonable likelihood of success in making and using the claimed system, method, or computer program product. Absent a showing of such motivation and suggestion, *prima facie* obviousness is not established.

New Independent Claim 96

New independent claim 96 recites:

A network-based system for providing data to a requesting user comprising:

a server node for receiving an order for user-ordered data from a communication device of the requesting user and for receiving a data feed from an external data source, and for transmitting to the communication device stripped data which is stripped from the data feed in compliance with the order;

a user-interface component for accepting a user input via the communication device to create the order, the order comprising an alert criteria which comprises:

an identified data state and condition, and a display template selected from among a plurality of available display templates according to a user selection; and

an association between each of a plurality of specific field values of the identified data state and condition, and a plurality of respective selected display templates selected from the plurality of available display templates according to a user selection, such that each of the plurality of respective field values has an associated respective selected display template;

wherein the server node transmits the stripped data to the communication device of the requesting user in a presentation format personalized according to the selected display template associated with a specific stripped field value of the identified data state and condition and rendered to the requesting user through the communication device of the requesting user, wherein the specific stripped field value matches a specific field value of the plurality of respective field values.

Above are highlighted (i.e., italicized) some of the new, additional claim elements of new independent claim 96, which distinguish the claim in part from cancelled, rejected independent claim 43. Specifically, new independent claim 96 recites an "identified data state and condition"; a "plurality of specific field values" of the

identified data state and condition; and an "association" between a "respective selected display template" and each of the "plurality of specific field values" which triggers the alert.

Support In Present Application For New Independent Claim 96

An example of this association is depicted in FIG. 3B of the present application, which shows a user-interface for establishing alert settings. Illustrated in FIG. 3B are alert settings, where the particular alert is triggered based on detection of stock symbols (the stock symbols are the "identified data state and condition") in a data feed; multiple pairs of text entry fields are presented for inputting specific stock symbols and stock aliases (the "plurality of specific field values").

Next to each pair of text entry fields is a drop-down menu for selecting a display template (a "respective selected display template[s] selected from the plurality of display templates") which will be used to display alert data associated with specific stock symbols; in combination, the pairs of text entry fields and the drop-down menus create the "association" between the stock symbols (the "plurality of specific field values") and the selected templates (the "plurality of respective selected display templates selected from the plurality of available display templates"). The result is that each stock symbol (each "respective field value") is paired with or mapped to a (i.e., "has an associated") stock template (the "associated respective selected display template").

Similarly, page 14, lines 24-29 of the original application (paragraph 50 of the published application) teaches:

"FIG. 3b is an exemplary Portfolio update window. Window 311 is divided into two regions 312, for Alert Settings, and 313 for Time Settings. The Alert Title in

this case is "Stocks", and the alerts are for selected stocks, editable by symbol and alias, and having drop-down menus for the user to specify a template for each stock listed. There is a default template, and a range of other selectable templates..."

In other words the present system, as claimed in new independent claim 96, recites a data delivery system wherein the format of delivered data (i.e., the format as defined by the selected templates) may be customized by the user in accordance with a plurality of specific data values detected in the data feed; based on a choice of the user, for each different specific data value which may trigger the alert, the resulting data display will be formatted according to a respective template which is specifically mapped to a respective, specific data value.

Stated yet another way, Applicants claim a system, software application, and method wherein particular data values to be transmitted to a communication device result in the application of data-specific templates to the presentation of the data, wherein each data value in a plurality of selected data values may be mapped to a different, specific display template.

Prior References Cited By Examiner, In Relation To New Independent Claim 96

Applicants respectfully submit that Langseth, Fields, and Jamtgaard, alone or in combination do not teach or suggest each and every element, limitation, and/or feature of new independent claim 96. Neither Langseth, Fields, or Jamtgaard, alone or in combination, teach or suggest, for example,

"... an association between each of a plurality of specific field values of the identified data state and condition, and a plurality of respective selected display templates selected from the plurality of available display templates according to a user selection, such that each of the plurality of respective field values has an associated respective selected display template"

Applicants note in particular while Langseth discloses templates, nowhere does Langseth disclose the details of templates such that particular data values detected in a data feed result in the application of data-specific templates to the presentation of the data, wherein *each data value in a plurality of searched-for data values may be mapped to a different, specific template* (see again FIG. 3B of the present application, and also page 14, lines 24-29 of the original application (paragraph 50 of the published application)).

Regarding the Fields patent, Applicants note that the Fields patent discloses templates related to the placement of *graphics* in a *graphical display*, and not the data-oriented templates of the present application. Further, Applicants note that the templates disclosed in Langseth are inherently text-oriented templates as well. Hence, Applicants respectfully submit that there is no motivation to combine the graphical templates discussed in Fields with the text-oriented templates of Langseth; moreover, such a combination would not result in the text-oriented templates or text-oriented data presentation taught in the current application.

However, *assuming arguendo* some basis to combine the templates of Fields with the Langseth disclosure, Applicants further respectfully call attention to FIG. 5A of Fields, which illustrates a user-interface for the selection of a template. FIG. 5A in Fields discloses an interface wherein a *single* data value (the value entered in the "URL" field) may be assigned a template from among a selection of templates. But neither FIG. 5A in Fields nor the accompanying text (Fields, column 5, lines 42-65) disclose:

"... an association between each of a *plurality* of specific field values of the identified data state and condition, and a plurality of respective selected display templates selected from the plurality of available display templates

according to a user selection, such that each of the *plurality* of respective field values has an associated respective selected display template"

... as claimed in the present application.

Hence, the combination of Langseth and Fields does not teach or suggest each and every element of the claimed system as recited in new independent claim 96.

Finally Applicants note that Jamtgaard discloses a system for reformatting Web-based data for different displays. Jamtgaard does not teach or suggest a display template analogous to that now claimed, and in particular Jamtgaard does not teach or suggest:

"... an association between each of a *plurality* of specific field values of the identified data state and condition, and a plurality of respective selected display templates selected from the plurality of available display templates according to a user selection, such that each of the *plurality* of respective field values has an associated respective selected display template"

Hence, Applicants respectfully submit that Langseth, Fields, and Jamtgaard, either alone or in combination, do not teach or suggest each and every element of new independent claim 96. Consequently, Langseth, Fields, and Jamtgaard, either alone or in combination, do not render the current system obvious. Therefore, new independent claim 96 is patentable over Langseth, Fields, and Jamtgaard.

New Independent Claim 111

New independent claim 111 of the present application recites:

In a network-based system for providing data to a requesting user, an application for managing the functions of the system, comprising:
a user-interface component for interfacing with a communication device of the requesting user, and for inputting an order for a user-ordered data, the order comprising an alert criteria which comprises:
an identified data state and condition, and a display template selected from among a plurality of available display templates according to a user selection; and

an association between each of a plurality of specific field values of the identified data state and condition, and a plurality of respective selected display templates selected from the plurality of available display templates according to a user selection, such that each of the plurality of respective field values has an associated respective display template;
a source-interface component for receiving a data feed from an external data source and parsing the data feed for the user-ordered data, thereby generating stripped data with a stripped specific field value in accordance with a specific field value of the plurality of specific field values of the identified data state and condition of the alert criteria;
a database management component for associating the stripped data with the communication device of the requesting user, wherein the stripped data will be transmitted to the communication device of the requesting user;
the database management component further for associating the stripped specific field value with the respective selected display template, wherein the respective selected display template will be associated with a stripped data matching the specific stripped field value of the identified data state and condition; and
a data-transport component for transporting the stripped data to the communication device of the requesting user;
wherein the requesting user is enabled through the user-interface of the application to receive via the communication device the user-ordered data in a format defined by the respective selected display template associated with the specific stripped field value of the identified data state and condition.

New independent claim 111 for a software system is substantially analogous to new independent claim 96 for a network-based system, already discussed above. Moreover, the highlighted (i.e., italicized) claim elements in new independent claim 111 above are substantially similar to the previously discussed claim elements of claim 96, namely, those claim elements associating each of a plurality of specific field values with a field-value-specific template. As such, these claim elements are not rendered obvious by Langseth, Fields, and Jamtgaard, either alone or in combination, for substantially the same reasons as those discussed above. Therefore, new independent claim 111 is also patentable over Langseth, Fields, and Jamtgaard for the reasons provided for claim 96, and further in view of its own features.

New Independent Claim 124

New independent claim 124 of the present application recites:

A method for transmitting a user-ordered data from a network-based system to a communication device of a requesting user, the communication device connected by a data link to the network-based system, comprising:

(a) receiving from the communication device of the requesting user via the data link configuration information defining at least a format for the communication device, enabling the network-based system to send the data for display in a required format of the communication device;

(b) receiving from the communication device of the requesting user via the data link an order for the user-ordered data, the user order comprising *an association between each of a plurality of specific field values of an identified data state and condition, and a plurality of respective selected display templates selected from a plurality of available display templates according to a user-determined selection, such that each of the plurality of respective field values has an associated respective display template;*

(c) parsing an external data feed to identify the user-ordered data in the external data feed, wherein the user-ordered data is identified in conformance with a specific field value of the plurality of specific field values of the identified data state and condition;

(d) stripping the identified data from the external data feed to generate stripped data, the stripped data comprising a stripped specific field value of the identified data state and condition;

(e) associating the stripped data with the requesting user of the user-ordered data; and

(f) transmitting the stripped data to the communication device of the requesting user over the data link in conformance with the format definition in step (a) and the associated respective selected display template of step (b).

New independent claim 124 for a method of transmitting data is substantially analogous to new independent claim 96 for a network-based system, already discussed above. Moreover, the highlighted (i.e., italicized) claim elements in new independent claim 125 above are substantially similar to the previously discussed claim elements of claim 96, namely, those claim elements associating each of a plurality of specific field values with a value-specific template. As such, these claim elements are not rendered obvious by Langseth, Fields, and Jamtgaard, either alone or in combination, for substantially the same reasons as those discussed above. Therefore, new independent

claim 125 is also patentable over Langseth, Fields, and Jamtgaard for the reasons provided for claim 96, and further in view of its own features.

New Independent Claims 136, 146, and 154

New independent claims 136, 146, and 154 are system, software, and method claims which are substantially analogous to claims 96, 111, and 124 respectively. These claims omit some elements of claims 96, 111, and 124. Specifically, claims 136, 146, and 154 do not claim that the retrieved data comes from an external data feed, that the data is sent in response to alerts, or that the data is sent in real-time.

Applicants submit that the claimed elements of claims 136, 146, and 154 are substantially similar to the claim elements discussed above in conjunction with claims 96, 111, and 124, which are neither taught nor suggested by Langseth, Fields, and Jamtgaard, either alone or in combination, for substantially the same reasons as those discussed above. Therefore, new independent claims 138, 146, and 154 are also patentable over Langseth, Fields, and Jamtgaard for the reasons provided for claim 96, and further in view of their own features.

Summary

Therefore, for at least the reasons above, Applicants respectfully request allowance of new independent claims 96, 111, 124, 136, 146, and 154. Claims 97-110, 112-124, 126-135, 137-145, 147-153, and 155-163, which depend from claims 96, 111, 124, 136, 146, and 154, respectively, are also patentable over Langseth, Fields, and Jamtgaard for the reasons regarding their respective independent claims, and further in

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view of their own features. Therefore, Applicants respectfully request the allowance of claims 96-163.

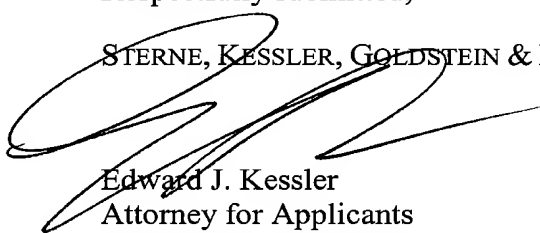
Conclusion

All of the stated grounds of objection and rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider all presently outstanding objections and rejections and that they be withdrawn. Applicants believe that a full and complete reply has been made to the outstanding Office Action and, as such, the present application is in condition for allowance. If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

Prompt and favorable consideration of this Amendment and Reply is respectfully requested.

Respectfully submitted,

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